



WEETABIX 1975 DOCTOR WHO PROMOTION

INTRODUCTION

Between April and June 1975, Weetabix featured the first of its two Doctor Who promotions featuring artwork by Gordon Archer. Each packet of the breakfast cereal would contain a set of four full-colour cardboard stand-up figures, featuring at least one Dalek and three other assorted characters. In total, there were six different sets to collect, which featured two figures of the Doctor, one of Sarah Jane Smith, and a assortment of monsters. These spanned the Yeti from *The Abominable Snowmen* through to the K1 Robot from Tom Baker's first story.

- Set 1 – Dalek (silver), Saarl, Sarah, Sea Devil
- Set 2 – Dalek (white/red), Dr Who 1, Ice Warrior, Cybermen
- Set 3 – Dalek (white – facing), Aggedor, Axon Monster, Giant Robot
- Set 4 – Dalek (white – sideways), Dr Who 2, Ogron, Lynx
- Set 5 – Dalek (grey), Yeti, White Robot, Draconian
- Set 6 – Dalek (black/gold), Silurian, Quark, Alpha Centuri

On the back of the large and family-sized packs was one of six colour action settings that could be cut-out and assembled. Some packs also featured a cut-out TARDIS to assemble. Smaller versions of the six landscapes were also available on the standard-sized packs.

The promotion was advertised in a wide range of children's comics as well as in-store using a colourful three-dimensional display.

With thanks to Weetabix Food Company, Christopher Hill, Phillip Bhullar and Colin Young

FAMILY SIZE **24** WEETABIX



Weetabix®

WHOLE WHEAT CEREAL
WITH EXTRA VITAMINS



DOCTOR
WHO

AND
HIS ENEMIES

FREE INSIDE

4 STAND-UP FIGURES

DOCTOR WHO AND HIS ENEMIES

FREE INSIDE

4 EXCITING STAND-UP FIGURES

You'll meet them in every Doctor Who packet of Weetabix - fantastic characters from the BBC's great time and space adventure series. Collect all 24.



A DALEK IN EVERY PACKET!

In the full set, there are 6 different Daleks and 2 colourful figures of the new Doctor. You'll also find his assistant, Sarah Jane Smith and these fabulous creatures and robots :

Cyberman
Lynx the Time Warrior
Giant Robot
Ogron
Silurian
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Quark
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Draconian
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Alpha Centauri
Ice Warrior
Aggedor of Peladon
Axon Monster

Weetabix



DOCTOR
WHO
AND
HIS ENEMIES

B



DOCTOR WHO

AND HIS ENEMIES



CUT

CUT

FREE inside this packet, there are 4 exciting figures from the amazing adventures of Doctor Who. It's another great Weetabix series for you to collect and play with in the action settings on these special packets. There are 6 different colourful settings and – on some packets – a realistic cut-out model of the TARDIS.

Free Action Setting.

Just cut out these 2 pieces of scenery. Cut carefully between the double lines on both pieces – but only as far as they are marked.



Fold the larger piece in both places as shown. Then slot over the other piece like this –



Weetabix

CUT

FOLD FORWARD

FOLD BACK





DOCTOR WHO

AND HIS ENEMIES

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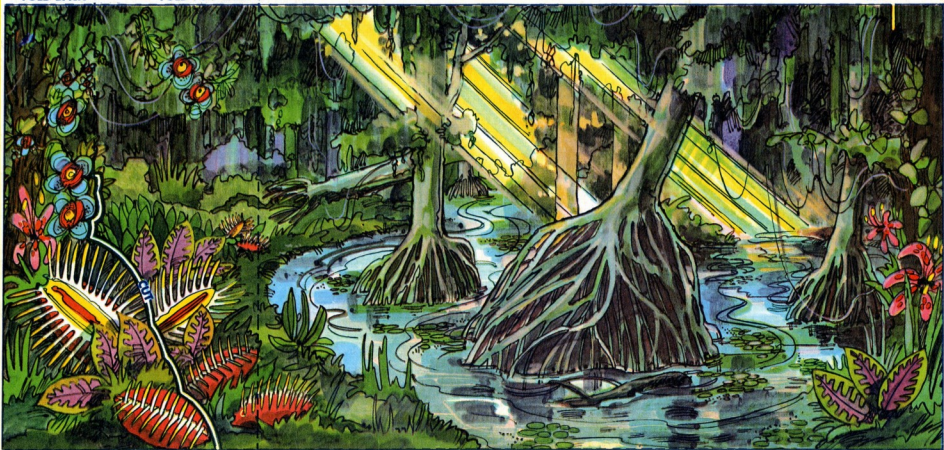


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Weetabix

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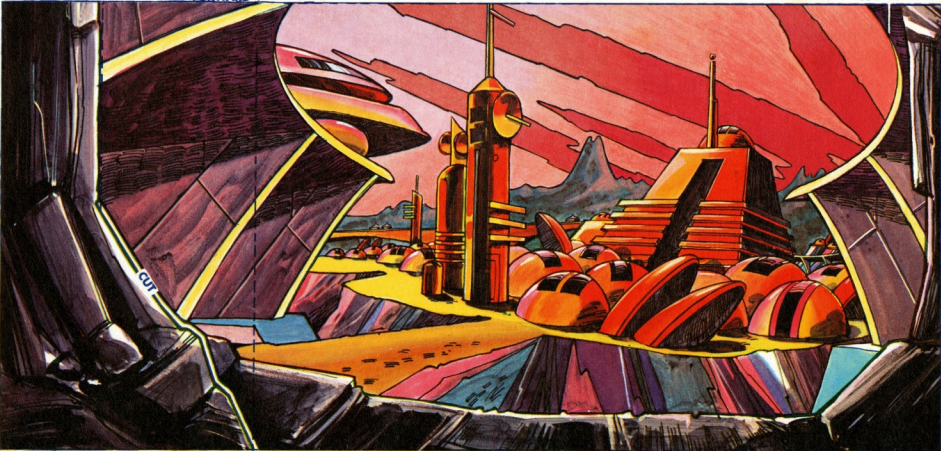


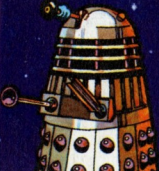
Weetabix

FOLD BACK

FOLD FORWARD

CUT





CUT ▲



▲ CUT

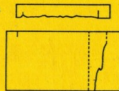


**DOCTOR
WHO**

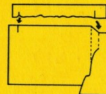
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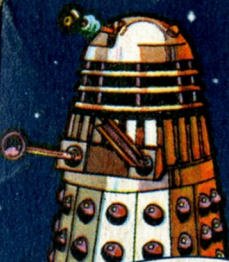
Weetabix

▲ CUT

▼ FOLD FORWARD

▼ FOLD BACK





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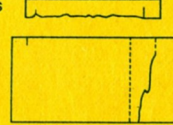
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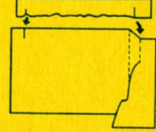
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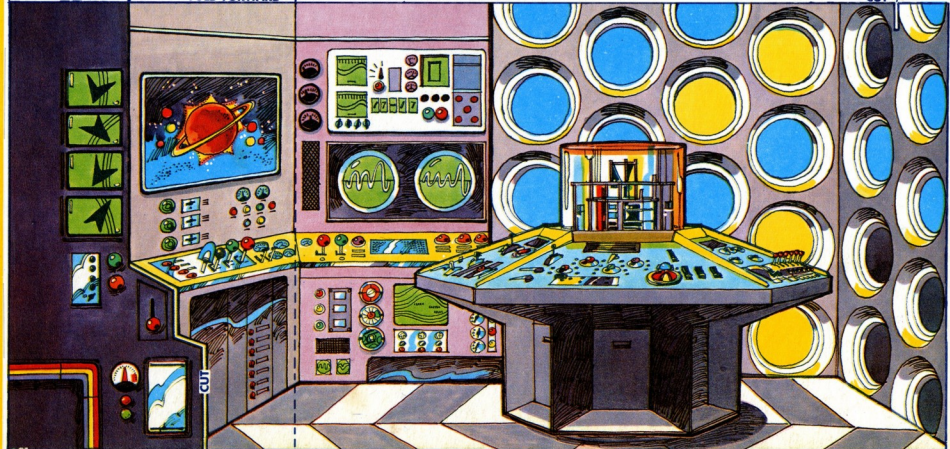


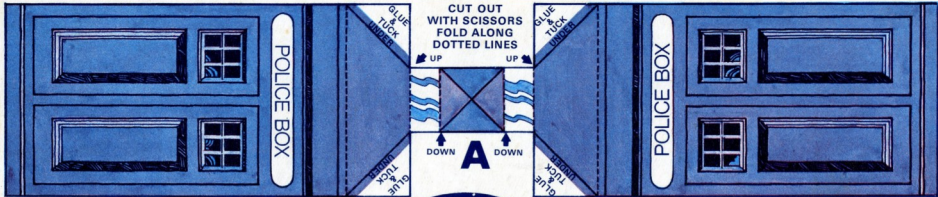
Weetabix

FOLD BACK

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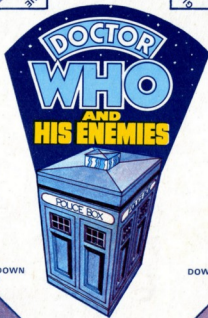
CUT





MAKE YOUR OWN TARDIS

1. Carefully cut out both pieces, A and B.
2. Fold piece A along the dotted lines as shown so that it looks like this.
3. Fold piece B in the same way.
4. Glue the top of B and the roof flaps of A, marked "GLUE AND TUCK UNDER"
5. Stick A over the top of B like this. Wait until dry.
6. Glue the side flaps of B and fix them under the sides of A.

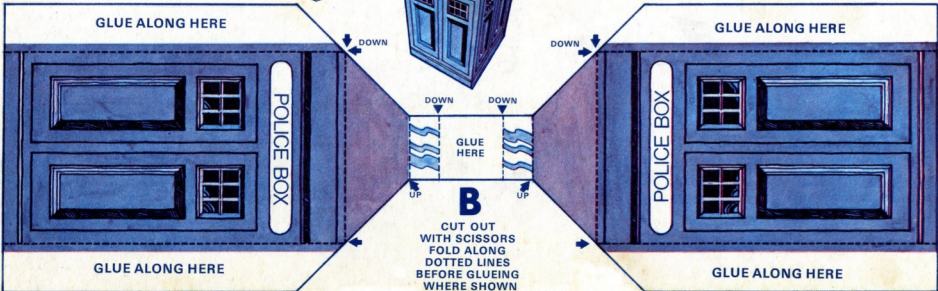


FREE inside this packet, there are 4 exciting figures from the amazing adventures of Doctor Who.

It's another great Weetabix series for you to collect and play with in the action settings on special Doctor Who packets.

From this packet, you can make your own realistic model of the TARDIS and on other packets there are 6 more colourful settings for you to collect.

Weetabix



STANDARD SIZE **12** WEETABIX



Weetabix®

WHOLE WHEAT CEREAL
WITH EXTRA VITAMINS



BY APPOINTMENT TO
H.M. Queen Elizabeth The Queen Mother
Manufacturers of Breakfast Cereals
Warrington, Cheshire
England

MADE IN ENGLAND

Weetabix®
WHOLE WHEAT CEREAL
WITH EXTRA VITAMINS



INGREDIENTS: Whole Wheat, Malt Extract, Sugar, Salt, Vitamins (per oz): Niacin 3.0 mg, B2 (Riboflavin) 0.3 mg, B1 (Thiamine) 0.2 mg, Iron (per oz): 1.67 mg.

Two Weetabix provide on average 120 calories and 26 gm. carbohydrates, and approximately one-sixth of your daily requirements of the above nutrients.

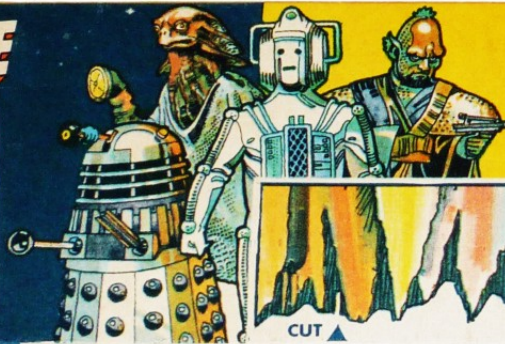
A breakfast dish containing two Weetabix (approximately 1½ oz.), 5 fl. oz. of milk and ½ oz. of sugar provides 276 calories, 49 gm. carbohydrates, 8.4 gm. protein, 6.1 gm. fat. Weetabix contains a minimum of 10% protein.

The contents of this packet left our factory in perfect condition, in the event of any complaint, please return it to: Weetabix Limited, British Laminates, Kewstow, Northants. Please do not open the bag until you have received the packet from a returned with any complaint. Your name and postcode will be acknowledged.

B
FREE INSIDE

4 EXCITING STAND-UP FIGURES

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Ice Warrior
Aggedor of Peladon
Axon Monster



CUT ▲

CUT ▼

▼ FOLD FORWARD

▲ FOLD BACK

**DOCTOR
WHO
AND
HIS ENEMIES**

FREE inside this packet there are 4 exciting figures from the exciting adventures of Doctor Who. It's another great 'Doctor Who' series for you to collect and they will be the perfect addition to those other 20 packets. There are 24 different characters and robots in the series. Collect them all! Each packet contains a 10p Weetabix coupon. In the 24th packet, you'll find a special gift.

Weetabix



B
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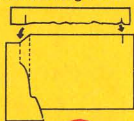
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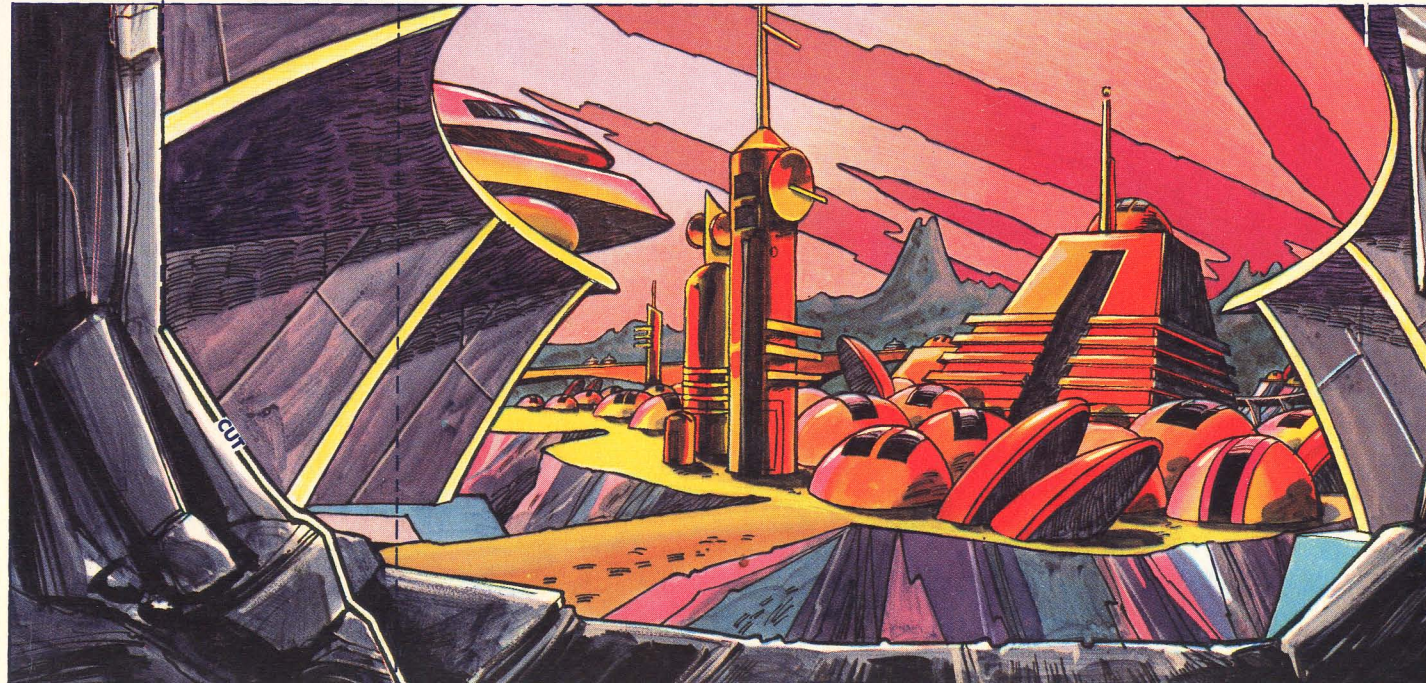
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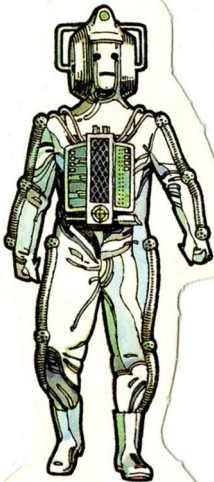
Aggedor



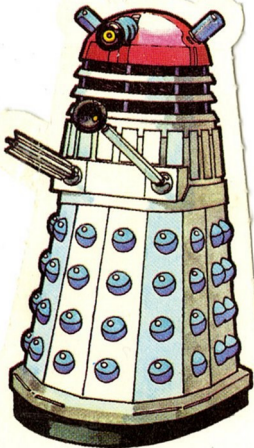
**Alpha
Centauri**



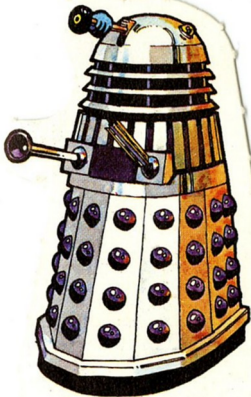
**Axon
Monster**



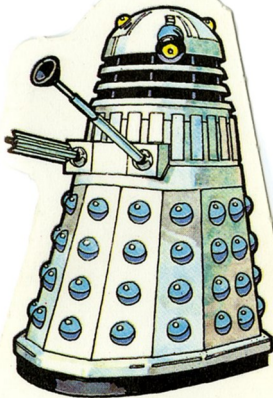
Cyberman



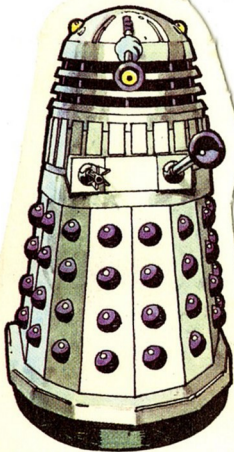
Dalek



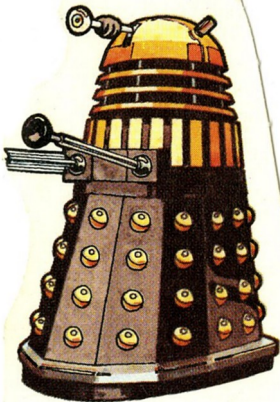
Dalek



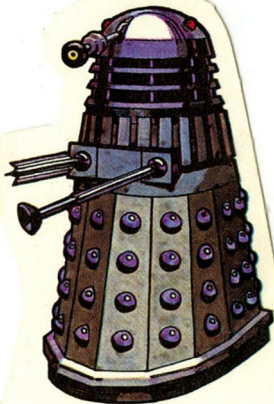
Dalek



Dalek



Dalek



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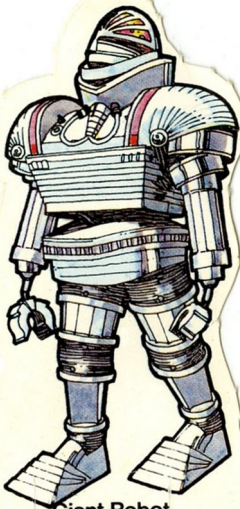
Dr Who 1



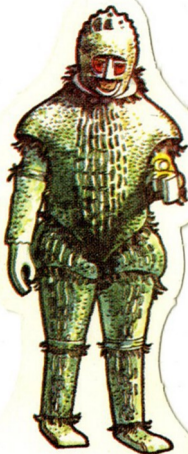
Dr Who 2



Draconian



Giant Robot



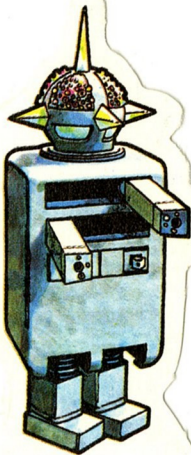
Ice Warrior



Lynx



Ogron



Quark



Saarl



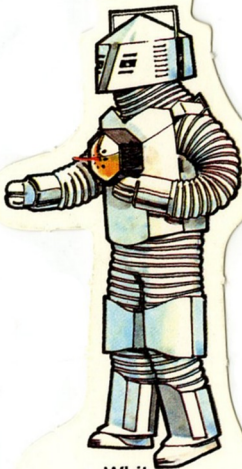
Sarah Jane



Sea Devil



Silurian



**White
Robot**



Yeti



WEETABIX 1975 DOCTOR WHO PROMOTION

Comic Advertising

Three-dimensional In-store Promotional Display

DOCTOR WHO'S ENEMIES ARE FREE!

4-free full-colour stand-up figures inside every Doctor Who pack of Weetabix. With a free action setting on the back of every pack. In all there are six different Daleks to collect and two colourful figures of the Doctor. Then there's Sarah Jane, the Giant Robot, Cyberman, Sea Devil and a dozen more terrific monsters and robots. Plus six different action settings. And on some packs there's a fabulous full-colour cut-out model of the Tardis. So dig into your time traveller's breakfast and journey into outer space.



HAVE YOU HAD YOUR DAILY WHEAT?

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PRESENT

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AND
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FREE

in every special pack

4 stand-up
figures

24 to collect

© DDC 1975

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